BIG DATA

A REVOLUTION THAT WILL TRANSFORM HOW WE LIVE, WORK, AND THINK

大数据时代

生活、工作与思维的大变革

[英]维克托·迈尔-舍恩伯格（Viktor Mayer-Schönberger） 肯尼思·库克耶（Kenneth Cukier）◎著　盛杨燕　周涛◎译

浙江人民出版社

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ZHEJIANG PEOPLE'S PUBLISHING HOUSE

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《经济学人》说，在大数据领域，他是最受人尊敬的权威发言人之一；

《科学》说，若要发起一场关于这个问题的深入讨论，没有比他更好的发起者了。

他是欧盟互联网官方政策背后的重要制定者与参与者；

他是最早洞见大数据时代发展趋势的数据科学家之一；

他，就是 **维克托·迈尔－舍恩伯格**。

孜孜不倦的数据科学家

维克托·迈尔－舍恩伯格二十多年来一直致力于网络经济、信息与创新、信息监管、网络规范与战略管理的研究。
从维也纳大学到哈佛大学，从新加坡国立大学到牛津大学，世界上最著名的互联网研究学府都留下了他的足迹。

他是哈佛大学肯尼迪学院信息监管科研项目负责人，哈佛国家电子商务研究中心网络监管项目负责人。在哈佛大学任教 10 年后， 2008 年，他远渡重洋，来到新加坡国立大学担任信息政策研究中心主任，以崭新的视角洞察亚洲信息政策。期间还担任耶鲁大学、弗吉尼亚大学、圣地亚哥大学、芝加哥大学、维也纳大学等多所知名学府的客座教授。

而现在，在数据信息界孜孜不倦求索的维克托，是世界著名学府牛津大学网络学院互联网研究所治理与监管专业教授，牛津大学克伯学院教授研究员。法学、信息学与网络等多学科的跨界融合，让他不仅拥有严谨的思维，更拥有广博的视野。他先后有100多篇论文公开发表在《科学》《自然》等著名学术期刊上，同时也是多家出版机构的特约评论员，包括哈佛大学出版社、麻省理工学院出版社、通信政策期刊、美国社会学期刊等。

开大数据系统研究之先河

他说，世界的本质就是数据，大数据将开启一次重大的时代转型；
他说，大数据发展的核心动力来源于人类测量、记录和分析世界的渴望。
他说，从因果关系到相关关系的思维变革才是大数据的关键，建立在相关关系分析法基础上的预测才是大数据的核心。

当大数据还在众说纷纭时，维克托早已进行了系统而深入的研究。早在 2010 年，他已经在《经济学人》上和数据编辑肯尼思·库克耶一起，发表了长达 14 页的大数据专题文章，成为最早洞见大数据时代发展趋势的数据科学家之一。

从大数据时代的思维变革到商业变革，从大数据时代的隐忧到管理变革，他在大数据的蓝色海洋中预见了正在发生的未来。

大数据取舍之道

维克托的继父去世时留下了16 000张收藏的照片，这些照片都是他几十年来周游世界时的影像记录。

为了确定哪些照片需要保留，维克托制定了两条规则：首先，照片上有认识或可能认识的人；其次，照片拍摄得很漂亮。最终，他只留下了53张照片……

也许正是这一人生的片段，让他开始重新思考"被遗忘的权利"与互联时代的取舍之道，并最终成就了他的《删除》一书："过去正像刺青一样被刻在我们的数字皮肤上，遗忘已经变成了例外，而记忆却成了常态……"大数据时代，人类又该如何构建积极而安全的未来？

《删除》一经出版，即获得美国政治科学协会颁发的"唐·K·普赖斯奖"以及媒介环境学会的最高荣誉"马歇尔·麦克卢汉奖"，同时受到《连线》《自然》《华尔街日报》《纽约时报》等各大权威媒体的广泛好评。

大数据商业应用的引路人

维克托是真正的实战派，早在上大学期间，他就先后创立了两家数据安全和制作反病毒软件的公司，并担任总裁兼CEO。

由他的公司开发的反病毒程序，一经推出即一跃成为奥地利当时最畅销的软件产品。1991年，他跻身奥地利软件企业家前5名之列，2000年成为奥地利萨尔斯堡州的年度人物。

开阔的学术视野与系统的学术造诣，更让他不断为企业与商业应用提供强大的理论支持。他的咨询客户包括微软、惠普、IBM、亚马逊、facebook、twitter、VISA等大数据先锋们，所以在《大数据时代》一书中，他才能掌握最前沿、最崭新的大数

据应用案例，并对大数据的价值链与角色定位给予清晰的预见。

欧盟专家与真正的“亚洲通”

他是欧盟互联网官方政策背后真正的制定者与参与者；他是世界经济论坛、马歇尔计划基金会等重要机构的策略顾问；他是众多国家政府高层的信息政策智囊，包括俄罗斯商务部高层、瑞士联邦政府、荷兰政府高层等。

尤为重要的是，他特别熟悉亚洲信息产业的发展与战略布局，一直专注于信息安全、信息政策与战略的研究，先后担任新加坡商务部高层、文莱国防部高层、科威特商务部高层、迪拜及中东政府高层的咨询顾问。

正如大数据提供的不是最终答案，只是参考答案一样，大数据正在改变我们的生活以及理解世界的方式，正在成为新发明和新服务的源泉，而维克托·迈尔-舍恩伯格更多的大数据研究也在蓄势待发......

维克托·迈尔-舍恩伯格 作品系列

大数据时代



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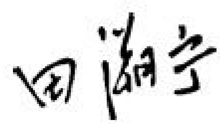
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[1] [illegible]2010[illegible]12[illegible]“H1N1[illegible]”[illegible]2011[illegible]Bajardi[illegible]*PLoS ONE*[illegible]“Human Mobility Networks[illegible]Travel Restrictions[illegible]and the Global Spread of 2009 H1N1 Pandemic”[illegible]——[illegible]

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[2] [illegible]2012[illegible]Physics Reports[illegible]“Recommender Systems”[illegible]——[illegible]

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[1] [illegible]·[illegible]*Natural and Political Observations Made upon the Bills of Mortality*[illegible]——[illegible]

[2] [illegible]1934[illegible]*Journal of the Royal Statistical Society*[illegible]“On the two different aspects of the representative method：The method of stratified sampling and the method of purposive selection”[illegible]——[illegible]

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[7] [illegible]*Bursts*[illegible]——[illegible]

[8] [illegible]Percolation Theory[illegible]Onnela[illegible]2007[illegible]“Structure and tie strengths in mobile communication networks”[illegible]——[illegible]

[9] [illegible]2005[illegible]Palla[illegible]“Uncovering the overlapping community structure of complex networks in nature and society”[illegible]2010[illegible]“Bridgeness[illegible]a local index on edge significance in maintaining global connectivity”[illegible]——[illegible]

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[4] [illegible]2011[illegible]*Journal of Computer Science and Technology*[illegible]“Tag-aware recommender systems[illegible]A state-of-the-art survey”[illegible]——[illegible]

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[5] 2011[illegible]Reshef[illegible]“Detecting Novel Associations in Large Datasets”[illegible]——[illegible]

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